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ABSTRACT OF THE DISCLOSURE

According to the present invention, document data containing both draw data and image data can properly and efficiently be converted into image data. There is provided a CMYK conversion unit 113 comprising an area unit converting section 1134 and a pixel unit converting section 1135. The area unit converting section switches color conversion tables between LUT 134 and LUT 135 at every area, depending upon sort of draw object contained in the area, for an area except area containing both draw data and image data of RGB image data, thereby converting RGB image data into CMYK image data. The pixel unit converting section switches color conversion tables between LUT 134 and LUT 135 at every pixel, depending upon sort of draw object indicated by the pixel, for an area containing both draw data and image data of RGB image data, thereby converting RGB image data into CMYK image data.